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JOYCRAFTS

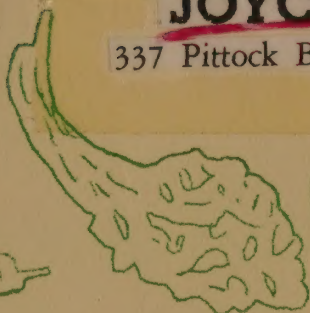
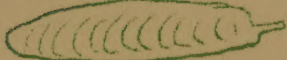
337 Pittock Block, Portland 5, Oregon

National Agricultural Library

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★ JAN 28 1963 ★

U. S. Department of Agriculture



Gourdcrafts



Easy to start!
Very little money needed!

MOST FASCINATING - PROFITABLE
ENJOYABLE FOR THE WHOLE FAMILY

+++++

[1963]

Yes, one of the most fascinating of all cultures is the art of GOURDCRAFT. For any one who enjoys the great outdoors, who loves the soil, has that yen for growing things, who takes delight in planting a seed to grow into WONDERS---will be thrilled with gourds. Yes, it is an old art--but it has been revived and gaining popularity in this country as well as in a great many other countries.

Gourds have been in use since the dawn of history. Depending on size, shape and the thickness of shells, gourds have provided man with dishes for his food; bottles to carry water, drums to beat the rhythmic music for enjoyment. Coming in to our lives, dipper-gourds are still hung by the wells, the swans-neck and other gourds are used for nests, providing homes for such birds as wrens, martins, swallows, etc. Gourds make very lovely giftware--salt-dishes, lamps, vases, ornaments and countless table decorations.

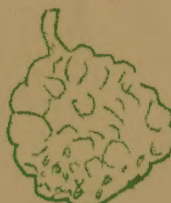
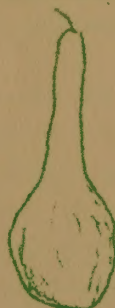
TODAY, the colorful ornamental gourds, these very gaily-colored fruits of the vine, some smooth, the others warted, many shapes and sizes have become one of the real symbols of autumn. They are becoming more and more popular for table center-pieces, and when dried they create all sorts of fun for dull days. Painted, they are quite lovely for Christmas tree ornaments; or small dishes, spoons, mapkin rings, a toy duck, the head of a puppet, or many of the other charming ornaments one's ingenuity can contrive. Gourdcraft offers many opportunities for a profitable future.

Their growing season is not long, they can be planted quite late in the season, or do well in climates with a short growing time. In a warm area, with no winters, you can grow two crops in a year. We carry a full time of supplies, and also the gourds in season.

Gourdcraft, like most other hand crafts, is simple if you know how and enjoy it. Skill comes with practice, the tools needed are not elaborate or expensive.

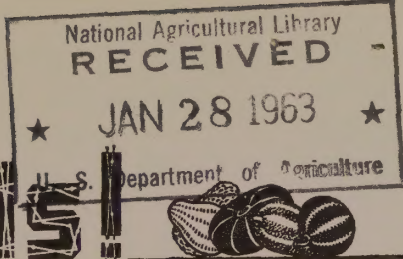
This is a culture that is not over-done. There are comparatively few raised in relation to the demand. Many communities have no growers at all. You may be able to get in on the ground floor. A few acres can provide a full time occupation for you.

(continued on next page)



Here they are...

Raise Gourds!



VERY FASCINATING — can become a profitable commercial venture. These very beautiful vines can be easily raised — will grow in any climate or soil where pumpkins or cucumbers will produce. There are many varieties, the very lovely ornamentals, the crafts, the turbans, the sponge gourds, etc. You will like this business.

COMPLETE KIT — instructions, two packets of seed, lists of gourds seeds available, lists of books and supplies, all for \$1.00 prepaid to you. This will be the beginning of a wonderful project for you. Send your dollar today, you will be glad you did. Any special information cheerfully furnished.

A beautiful colored catalog of all types of gifts will be sent on request.



Joy Industries

"HAPPY COUNTRY LIVING PROJECTS"

New crop of gourds for crafts
and decorations available.

337 Pittock Block
Portland 5, Oregon

RECEIVED
JAN 25 1964
U.S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C.

TO: DIRECTOR, AGRICULTURAL RESEARCH SERVICE
FROM: [illegible]
SUBJECT: [illegible]
[illegible text follows]

[illegible text follows]

★ JAN 28 1963 ★

U. S. Department of Agriculture

B O O K S

Garden of Gourds: you'll love this \$2.50
 Gourd Clippings35
 Gourd Growers of the South Seas . . 3.00
 The Gourd in Folk Literature. . . . 3.00
 Gourds of the South East Indians. . 3.00
 SPECIAL REPORTS: Any subject . . . 5.00

C O M I N G --

HANDBOOK OF GOURDS, a very beautifully illustrated text book, with illustrations of all known types, sizes, and kinds - full of drawings on the crafts, with the instructions how to make scores of very profitable items. Very nicely printed, a splendid addition to any library. Reserve your copy now, price only \$5.00.

THE GOURD KIT: A folio of complete instruction, 2 packages of seeds, copy of magazine with gourd items, a coupon worth \$5.00 for special report, gourd clippings, etc. All for only \$1.00 prepaid.

MAGAZINES that carry gourd material can be suggested to you on request.

FOR MARKETING - let us suggest a membership in the Guild. Membership application on request. Any additional information furnished, on this or other subjects.

S E E D S

All large varieties, craft types mixed, .35	Large size packet for .65	1 lb. for \$6.50
All types of the ornamentals mixed - .35	" " " " .65	" " 7.00
Hercules Club, long variety - .35	" " " " .65	" " 7.00
Cave Men's Club, a large gourd - .35	" " " " .65	" " 7.00
Green Snake - .35	" " " " .65	" " 7.50
Turk's Turban, large red decorative, - .45	" " " " .75	" " 9.00
Sponge (Dishrag) used as sponges - .30	" " " " .50	" " 8.00
Martin Birdhouse Gourd, popular craft - .25	" " " " .45	" " 7.50
Mexican Club, long handle - .45	" " " " .75	" " 9.00
Swan's Neck, large crooked neck - .35	" " " " .65	" " 7.00
Sugar trough, a large craft type - .45	" " " " .75	" " 9.00
Large Bottle Gourd, very popular - .35	" " " " .65	" " 7.50
Dipper, fruit makes an excellent dipper .35	" " " " .65	" " 7.50
Warted Ornamental varieties mixed - .35	" " " " .65	" " 7.50
Apple Shaped Ornamentals - .35	" " " " .65	" " 7.00
Miniature Bottle type - .35	" " " " .65	" " 7.50
Crown of Thorns, nice novelty - .35	" " " " .65	" " 8.00
Flat stripped, green and white - .35	" " " " .65	" " 7.50
Nest Egg, practical nest eggs - .45	" " " " .75	" " 9.00
Orange, beautiful mock orange - .30	" " " " .60	" " 7.00
Pear shaped, green and white - .35	" " " " .65	" " 7.50
Pear shaped, white - .35	" " " " .65	" " 7.00
Pear shaped, stripped yellow and green- .35	" " " " .65	" " 7.00
Spoon, small bell-shaped, slender neck .45	" " " " .75	" " 9.00

All gourd seed is sent prepaid. Early orders are advised, even late summer or fall, as very often toward planting season we run out of some varieties. Get a good supply on seed, this is the foundation of your project. Large volume for many acres, prices on request.

GOURDS FOR CRAFTS - you might not have room to plant many but would like to buy the gourds to make your gourdcraft business a financial success. From September to March, we can in most instances, supply you with gourds. They come green or partially cured - large crafts are from 50¢ to \$1 each, medium sizes \$5 a dozen, and small ornamental varieties are .55 for two dozen. This is not prepaid. We ship by express collect or by truck line or freight, whatever is the most reasonable. If you operate a shop for resale, let us know how many you can use, and we can give you prices. Order early - often before holidays many are sold. JOYCRAFTS OF CALIFORNIA (Joy Industries), P.O.Box 186, Covina, Calif. Ph: EDgewood 3-4015.

